1	1.	A method of providing enhanced performance in an interactive television	
2	system, comprising:		
3		scanning an interactive content bearing program for a universal resource	
4	locato	or (URL);	
5		upon finding a URL in the interactive content bearing program, mirroring	
6	conte	nt associated with the URL to a cache memory;	
7		presenting the interactive content bearing program to a plurality of	
8	subsc	pribers;	
9		receiving a request from a subscriber for the URL;	
10		retrieving the mirrored content associated with the URL from the cache	
11	memo	pry; and	
12		delivering the mirrored content associated with the URL to the subscriber.	
13			
14	2.	The method according to claim 1, further comprising purging the cache	
15	memo	ory in accordance with a purging algorithm.	
16			
17	3.	The method according to claim 2, wherein the purging algorithm purges the	
18	cache	e in accordance with an amount of time the mirrored content has been in the	
19	cache) .	
20			
21	4.	The method according to claim 2, wherein the purging algorithm purges the	
22	cache	in accordance with a least frequent use algorithm.	

2	cach	cache in accordance with an order that the mirrored content was placed in the			
3	cach	e.			
4					
5	6.	The method according to claim 1, wherein the cache memory is situated at			
6	a ser	a service provider head end.			
7					
8	7.	The method according to claim 1, wherein the cache memory is situated at			
9	a suk	a subscriber's set-top box.			
10					
11	8.	The method according to claim 1, further comprising determining that the			
12	URL	requested by the subscriber is not in the cache memory, and downloading the			
13	intera	active content associated with the URL from the Internet.			
14					
15	9.	The method according to claim 1, further comprising:			
16		examining the content associated with the URL for a secondary URL; and			
17		mirroring content associated with the secondary URL to the cache memory.			
18					

The method according to claim 2, wherein the purging algorithm purges the

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1	10.	An apparatus for providing enhanced performance in an interactive television	
2	system, comprising:		
3		a cache memory;	
4		program means running on a programmed processor for:	
5		scanning an interactive content bearing program for a universal	
6		resource locator (URL);	
7		upon finding a URL in the interactive content bearing program,	
8		mirroring content associated with the URL to the cache memory;	
9		a media server for presenting the interactive content bearing program to a	
10	plural	ity of subscribers;	
11		means for receiving a request from a subscriber for the URL;	
12		means for retrieving the mirrored content associated with the URL from the	
13	cache	e memory; and	
14		means for delivering the mirrored content associated with the URL to the	
15	subsc	criber.	
16			
17	11.	The apparatus according to claim 10, wherein the program means further	
18	comp	rises means for purging the cache memory in accordance with a purging	
19	algori	thm.	
20			

1	12.	The apparatus according to claim 11, wherein the purging algorithm purges	
2	the ca	che in accordance with an amount of time the mirrored content has been in	
3	the cache.		
4			
5	13.	The apparatus according to claim 11, wherein the purging algorithm purges	
6	the cache in accordance with an order that the mirrored content was placed in the		
7	cache	•	
8			
9	14.	The apparatus according to claim 10, wherein the cache memory is situated	
10	at a se	ervice provider head end.	
11			
12	15.	The apparatus according to claim 10, wherein the cache memory is situated	
13	at a sı	ubscriber's set-top box.	
14			
15	16.	The apparatus according to claim 10, further comprising:	
16		means for examining the content associated with the URL for a secondary	
17	URL;	and	
18		means for mirroring content associated with the secondary URL to the cache	
19	memo	ry.	
20			
21			

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17.	A method of providing	enhanced	performance	in an	interactive	television
system	n, comprising:					

scanning an interactive content bearing program for a universal resource locator (URL);

upon finding a URL in the interactive content bearing program, mirroring content associated with the URL to a cache memory situated at a service provider head end;

presenting the interactive content bearing program to a plurality of subscribers;

receiving a request from a subscriber for the URL;

retrieving the mirrored content associated with the URL from the cache memory;

delivering the mirrored content associated with the URL to the subscriber; purging the cache memory in accordance with a purging algorithm, wherein the purging algorithm purges the cache in accordance with an amount of time the mirrored content has been in the cache memory.

18. The method according to claim 17, wherein the mirroring further comprises mirroring the content associated with the URL to a local cache memory situated at a subscriber's set-top box, and wherein the retrieving comprises retrieving the content associated with the URL to one of the cache memory and the local cache memory.

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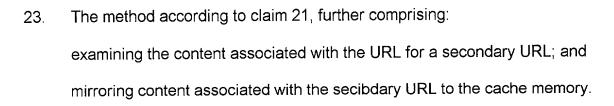
19. The method according to claim 17, further comprising determining that the URL requested by the subscriber is not in the cache memory and the local cache memory, and downloading the interactive content associated with the URL from the Internet.

20. The method according to claim 17, further comprising:
examining the content associated with the URL for a secondary URL; and
mirroring content associated with the secondary URL to the cache memory.

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1	21.	A method of providing enhanced performance in an interactive television		
2	system, comprising:			
3		scanning an interactive content bearing program for a universal resource		
4	locato	or (URL);		
5		upon finding a URL in the interactive content bearing program, mirroring		
6	conte	nt associated with the URL to a cache memory situated at a service provider		
7	head	end and a local cache memory situated at a subscriber's set-top box;		
8		presenting the interactive content bearing program to a plurality of		
9	subsc	cribers;		
10		receiving a request from a subscriber for the URL;		
11		retrieving the mirrored content associated with the URL from one of the		
12	cache	e memory and the local cache memory;		
13		delivering the mirrored content associated with the URL to the subscriber;		
14		purging the cache memory in accordance with a purging algorithm, wherein		
15	the pu	urging algorithm purges the cache in accordance with an amount of time the		
16	mirror	red content has been in the cache.		
17				
18	22.	The method according to claim 21, further comprising determining that the		
19	URL	requested by the subscriber is not in the cache memory and the local cache		
20	memo	ory, and downloading the interactive content associated with the URL from the		
21	Intern	net.		
22				

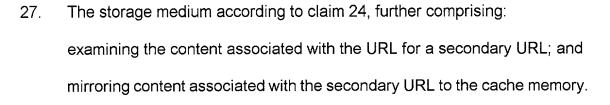
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-23-**PATENT** 

Docket No.: SNY-P1465 -24- PATENT

1	24. A storage medium storing instructions which, when executed on a				
2	programmed processor, carry out a method of providing enhanced performance in				
3	an interactive television system, comprising:				
4	scanning an interactive content bearing program for a universal resource				
5	locator (URL);				
6	upon finding a URL in the interactive content bearing program, mirroring				
7	content associated with the URL to a cache memory;				
8	presenting the interactive content bearing program to a plurality of				
9	subscribers;				
10	receiving a request from a subscriber for the URL;				
¥! \11	retrieving the mirrored content associated with the URL from the cache				
2 12	memory; and				
111	delivering the mirrored content associated with the URL to the subscriber.				
14					
14 15 16	25. The storage medium according to claim 24, further comprising purging the				
16	cache memory in accordance with a purging algorithm.				
17					
18	26. The storage medium according to claim 24, further comprising determining				
19	that the URL requested by the subscriber is not in the cache memory, and				
20	downloading the interactive content associated with the URL from the Internet.				
21					
22					

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